



Trade News

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**The U.S. Department of
Commerce's (USDOC)
U.S. Export Assistance
Centers Serving North and
South Carolina —**

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TRADE NEWS is the monthly newsletter of the U.S. Commercial Service, U.S. Dept. of Commerce in North and South Carolina. It is distributed by email. To correct, add or delete an address, send complete contact information to the Columbia USEAC at the email address or fax # above.

Request for Comments Concerning China's Compliance with WTO Commitments:

The Office of the U.S. Trade Representative has announced an Interagency Trade Policy Staff Committee (TPSC) public hearing in Washington, D.C., on Thursday, September 18, 2003. The purpose of the hearing is to seek public comment on China's compliance with commitments made regarding its accession to the WTO. These comments will assist USTR in the preparation of its annual report to the Congress. Persons wishing to testify orally at the hearing must provide written notification of their intention, as well as a copy of their testimony, by noon, Friday, September 5. Written comments are due by noon, Wednesday, September 10. Information on how to submit comments is included in the Federal Register notice which can be viewed at: <http://www.tcc.mac.doc.gov/cgi-bin/doi.cgi?204:52:559445771:792>.

Trade Compliance Center:

The Trade Compliance Center, TCC, in the U.S. Department of Commerce's International Trade Administration, is the U.S. Government's focal point for monitoring foreign compliance with trade agreements so that U.S. firms and workers receive the maximum benefits from these agreements. The TCC is your one-stop shop for obtaining U.S. government assistance in resolving the trade barriers or unfair situations you encounter in foreign markets. After you call, the TCC examines your problem to determine if one of the 290+ U.S. trade agreements, including the World Trade Organization agreements and the North American Free Trade Agreement, may give the U.S. trade rights in your situation. They then work with the foreign government to ensure that you receive the full rights to which you are entitled. The TCC also works with the U.S. Trade Representative (USTR) to initiate enforcement action under dispute settlement procedures if necessary. For more info., call 202-482-1191 or visit: www.export.gov/tcc.

NAFTA Certificate of Origin Tool:

Are you experiencing difficulties completing the NAFTA Certificate of Origin form? Let our new tool walk you through the process. Learn more at: <http://web.ita.doc.gov/ticwebsite/ticit.nsf/>.

EU Eco-Label Program:

The European eco-label (with a green flower symbol) distinguishes environmentally friendly products and services. The aim of the voluntary label program is to encourage manufacturers to design products that have a reduced environmental impact throughout their lifecycle, from manufacturing to disposal. It also aims to provide consumers with better information on the environmental performance of products and encourage them to buy "green" products. Go to <http://europa.eu.int/comm/environment/ecolabel/description/description.htm> for specific information, a list of eligible products, and how to apply for the eco-label. The eco-label can be a good marketing tool for U.S. exporters to show consumers that their product or service has a superior environmental performance. The same green flower logo is used and recognized in all EU member states and will soon be used in the Central and Eastern European countries. Manufacturers who wish to apply for the eco-label must contact a national competent body and prove their product meets the criteria for awarding of the label. A list of national competent authorities in the fifteen European Union member states can be found on the Internet at <http://europa.eu.int/comm/environment/ecolabel/general/competentbodies.htm>.

New Webcasts Now Showing!

"Beyond First Impressions: Andean Countries" has recently been added to our library of webcasts that you can conveniently watch at your desk. Other topics available include: "Hong Kong - A Market Briefing", "Destination Africa", "Growing Global - An Export Training Program", "Tools of the Trade - Export Basics" plus more! To view any or all of these webcasts, go to: <http://www.globalspeak.com>.

U.S. Citizens Abroad Can Vote in 2004 Elections Over the Internet:

U.S. citizens living overseas can take part in a new initiative called SERVE (Secure Electronic Registration and Voting Experiment) which will allow eligible U.S. voters to participate in the 2004 elections from any Windows-based computer with internet access! For details, see: <http://www.serveusa.gov>.



Unique Catalog Show for U.S. Apparel Exporters: The U.S. Commercial Service in Jerusalem is organizing a unique Catalog Show, Sept. 8-10, 2003, for U.S. apparel exporters. The population of the West Bank and Gaza is 3.4 million and is growing at 3.9% annually. Despite the unrest, opportunities do currently exist for U.S. exporters. Although price sensitive segments of the market are supplied by Chinese, Turkish, Jordanian and Israeli production, our market surveys indicate that specific opportunities exist for U.S. exporters of high quality apparel items, i.e., engagement/wedding formal wear, women's nightwear/lingerie, and children's casual/sportswear. In addition to staging a by-appointment only event in our Jerusalem office and the West Bank centers of Bethlehem and Ramallah, our Commercial Service office in Jerusalem will courier your product literature to Gaza's major importers and to the major Arab-Israeli businesses in Nazareth. The single fee of \$300 includes all of the above promotion. For more information or to register, go to <http://www.buyusa.gov/westbank/en/page47.html>. Registration deadline is September 1.

Export Programs Guide - The "Export Programs Guide" is an official publication of the Trade Promotion Coordinating Committee, a group of 19 U.S. Government agencies that jointly encourage U.S. exports of goods and services. The "Guide" contains dozens of services for trade promotion and financing including export counseling and assistance, general, industry-specific, and country-specific programs. U.S. firms will find numerous International Trade Administration (ITA) services listed there, including those of the U.S. Commerce Department's Trade Information Center, the U.S. Commercial Service, and the Trade Development division. The directory lists contact names, phone numbers and websites. To obtain a copy of the new edition, send your name and address to: Office.Columbia@mail.doc.gov.

MERCOSUR Agricultural Technologies Virtual Catalog Show to Promote Agricultural Technology Exports to Argentina, Brazil, Uruguay and Paraguay- The response to this event has been so positive that the U.S. Commercial Service office in Buenos Aires has decided to leave the recruitment open for the duration of the show which will be online from July-October. The participation fee of US\$250 will remain the same throughout the show, so the earlier a company signs up, the more exposure they will receive for their money. To preview the show, go to: http://200.61.58.137/argentina_editable/testbanner.asp. For full details on the show and how to participate, go to: http://www.comerciosa.org/argentina/en/Content_pages/virtual_agshow.asp.

U.S. Export Assistance Restricted for Cuba - Local U.S. Export Assistance Centers are restricted from assisting companies looking for help exporting to Cuba. As outlined in the Trade Sanctions Reform and Export Enhancement Act of 2000, the U.S. Government may not provide export assistance with regard to Cuba. The U.S. Commercial Service, an agency of the U.S. Department of Commerce, may not provide its clients with information concerning Cuba and may not refer clients to non-U.S. Government sources of information on Cuba. For questions regarding the restrictions, please call Maria Pagan, Senior Counsel for International Commerce at 202-482-5221, or Dylan Williams at 202-482-5219.

Check Out These Valuable Resources:

- ✓ **OPIC NEWS** is a free electronic newsletter published by the Overseas Private Investment Corporation (OPIC), an agency of the U.S. government, to keep you up to date on OPIC activities as well as important developments in the world of investing overseas. OPIC's insurance and finance programs support the growth of U.S. businesses of all sizes, advance U.S. foreign policy, encourage economic development in emerging markets, and generate U.S. job and export growth. To view the latest newsletter, go to: <http://www.opic.gov/OPICNews/0507/opicnews0507.pdf>.
- ✓ **The Olympics Hot Sheet** is the perfect way to stay on top of what's going on in preparation for the 2008 Olympics. It is published when news happens, as soon as it happens, and is free of charge. To receive a copy, send an email to: Beijing.Office.Box@mail.doc.gov. For more information on the Olympics and other ways the U.S. Commercial Service can assist you in China, visit www.buyusa.gov/china/en.
- ✓ **New Guidance on European CE Mark Requirements:** Learn about the new CE mark requirements for exports to Europe at http://www.ita.doc.gov/td/tic/ce_mark/ceintro.htm.
- ✓ **U.S. Commercial Service Market Research Library:** There are more than 250 new market report submissions since last month! Are you missing out? To access reports: 1. Go to <http://www.export.gov>, 2. Click on "Market Research", 3. Click on "Country and Industry Market Reports", 4. Enter search criteria (dates, countries, industries, report types, etc.).
- ✓ **The Language of Trade** is a great publication of the U.S. Department of State that includes useful trade information such as a chronology, a glossary, and a list of acronyms. For each entry in the glossary, the definition of the trade term is followed by a list of hyper-links directing users to similar or related entries elsewhere in the glossary. To view this publication, go to: <http://usinfo.state.gov/products/pubs/trade/homepage.htm>.
- ✓ **Asia Now: Explore Asian Markets from Your Desktop!** Asia Now is a long-term program designed to attract more U.S. exporters to Asia. Every Commercial Service post in Asia and the domestic portion of the Asia/Pacific Team are participating. The program has three major components: Asia Now ShowTime events, Regional Market Research and the coordinated use of client services and marketing tools. Check out this new tool for U.S. exporters at: <http://www.buyusa.gov/asianow>.



Trade Calendar for North and South Carolina August/September 2003

North Carolina:

- August 5–Sept. 9:** **Tools for Trade - A Seminar Series to Provide Your Company with the Tools to be Competitive in the Global Marketplace.** Topics to be covered include: Risk Assessment, Methods of Payment; Developing an International Marketing Plan. In addition, participants will be introduced to the support network of service providers, i.e. government agencies (USDOC, SBA, SBTDC, NCDOT, Ex-Im Bank, etc.), international freight forwarders, international bankers, etc. **Sponsors:** Charlotte USEAC, SBA, SBTDC, Bank of Granite and Wilkes Community College. **Location/Time:** Every Tuesday morning from 9:00 - 11:00 a.m. at Wilkes Community College, Student Learning Center, Room 1112, 1328 Collegiate Drive, Wilkesboro, NC. **Cost:** There is no registration fee but space is limited and pre-registration is required. **Contact:** Robin Phillips at 336-838-6113 or phillipr@wilkes.c.nc.us or Greg Edwards at 336-667-8684 or gedwards@bankofgranite.com.
- August 12:** **Two Video Market Briefings on Mexico & Canada - Join one or both live, interactive videoconferences with the U.S. Dept. of Commerce's Commercial Service offices in Monterrey, Mexico and Montreal, Canada.** **Sponsors:** Charlotte USEAC, SBA, SBTDC, Wilkes Community College **Location/Time:** James Larkin Pearson Library #2, Wilkes Community College; 8:30 a.m.-12:00 noon **Cost:** There is no registration fee but space is limited and pre-registration is required. **Contact:** Shannon Healey at the Charlotte USEAC, 704-333-4886 or Shannon.Healey@mail.doc.gov.
- September 10-12:** **North Carolina World Trade Association Annual Conference.** **Sponsors:** North Carolina Ports, RBC Centura, Lufthansa, Star Asia International, Inc., Virginia Port Authority, KMZ Rosenman, NCWTA- Cape Fear Chapter, CheerWine, NC Department of Commerce-ITD. **Location/Time:** Pine Needles Lodge & Golf Club, Southern Pines, North Carolina. September 10-12, 2003. **Cost/Registration:** NCWTA Members: \$270, Non-Members: \$340. To register, please visit https://www.ncwta.org/ssl/2003_reg.asp. **Contact:** For more information about the event, including an agenda please visit: <http://www.ncwta.org/> click on Trade Events.

South Carolina:

- August 19-20:** **Expand Through Trade.** **Sponsors:** Congressman Joe Wilson, City of Columbia, S.C. Export Consortium, National Association of Manufacturers **Location/Time:** South Carolina State Museum, Columbia; Aug. 19: Reception/Networking, 5:30-7:30 p.m.; Aug. 20: Conference & Luncheon, 8:30 a.m.-2:00 p.m. **Cost:** \$60 (includes reception, conference and luncheon) **Contact:** S.C. Export Consortium at 803-356-8964
- September 17:** **Roundtable Discussion with U.S. Commercial Service Specialists from Bulgaria, Serbia, Montenegro, and Albania.** **Sponsors:** Columbia USEAC and the S.C. Department of Commerce **Location:** SCDOC Presentation Center, 1201 Main Street, SouthTrust Building, 15th Floor, Columbia. Additional details will be announced shortly. **Contact:** Jayne Woodward, Columbia USEAC, Jayne.Woodward@mail.doc.gov or 803-253-3612.

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**** Last Call! - Opportunities Still Available! ****

The U.S. and S.C. Departments of Commerce are Organizing a South Carolina Business Matchmaking Mission to Monterrey, Mexico - October 1-3, 2003

This mission will include five carefully screened Gold-Key appointments with reps, distributors, and partners; a pre-mission briefing and videoconference with the U.S. consulate in Monterrey; export finance strategy counseling with the U.S. Small Business Administration; a thorough background check on your final, selected Mexican Gold Key company; and networking events and opportunities. Last year, SC companies exported \$781.6 million worth of goods and services to Mexico—a 7% increase over the previous year during an economic downturn! Monterrey, a city of approximately 3.8 million people, was named by Fortune magazine as the best city in Latin America in which to do business. Moreover, the business culture in Monterrey is very similar to that of the U.S. You'll find a well-educated, hard working work force ready to do business with you. For more information, contact Denis Csizmadia, Greenville USEAC or Amy Thomson, SCDOC, tel: 803-737-0488, athomson@TeamSC.com.

Registration Deadline: August 15, 2003!

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